

AMENDMENT UNDER 37 C.F.R. § 1.111
U.S. APPLICATION NO. 09/977,194
ATTORNEY DOCKET NO. Q66658

REMARKS

This amendment, submitted in response to the Office Action dated September 8, 2003, is believed to be fully responsive to each point of objection raised therein. Accordingly, favorable reconsideration is respectfully requested.

I. Formal Matters

Applicant thanks the Examiner for acknowledging the claim to foreign priority under 35 U.S.C. § 119(a)-(d) and for confirming that the certified copy of the priority document was received.

Applicant also thanks the Examiner for initialing the references listed on form PTO-1449 submitted with the Information Disclosure Statements filed on October 16, 2001 and on July 17, 2003.

II. Preliminary Matters

The Examiner objected to the abstract of the disclosure for being longer than 150 words. Applicant herein amends the abstract of the disclosure to conform to the required length. Applicant respectfully requests the Examiner now to take notice of the correction.

Applicant has amended claims 1, 5, and 17 to correct minor grammatical errors. Applicant submits that such amendments were not made in response to any prior art rejection or other rejection. Such amendments do not narrow the scope of the claims and, therefore, do not subject the claims to prosecution history estoppel.

III. Claims

Claims 1-20 are all the claims pending in the application. Claims 1-14 and 17-20 stand rejected under 35 U.S.C. § 103(a) as being unpatentable over Okuda (U.S. Patent No. 6,380,689 B1, hereafter "Okuda") in view of Nakano (U.S. Patent No. 6,043,818, hereafter "Nakano"). Claims 15 and 16 are rejected under 35 U.S.C. § 103(a) as being unpatentable over Okuda in view of Nakano in further view of Ge et al. (U.S. Patent No. 5,347,292, hereafter "Ge"). Applicant respectfully submits the following arguments in traversal of the prior art rejections.

The Examiner contends that the independent claims 1, 5, 17, and 19 and the dependent claims 2-4, 6-14, 18, and 20 are suggested by the combination of Okuda and Nakano. The Examiner correctly concedes that Okuda fails to read memory from the memory unit in a different order for each predetermined frame or frames. Also, the Examiner correctly concedes that Okuda is deficient in teaching display data written to the picture displaying unit in different orders for each predetermined frame or frames. The Examiner cites Nakano to make up for the above deficiencies. However, the Examiner's rejection is not supported for at least the following reasons.

The combination of Okuda and Nakano is not supported because the references teach away from their combination with each other in a fundamental manner. Okuda seeks to address the problem of applying only forward voltages to electroluminescence devices in an emission period (*see* col.1, ln.50-56, Okuda). Okuda concentrates on the application of voltage to electroluminescence (EL) devices which allow the EL devices to emit light with a brightness

corresponding to the brightness level in the image signal. By contrast, Nakano teaches a graphical user interface adapted for display of icons corresponding to specific functions and commands in a manner that gives the user a vivid impression. So in other words, Nakano is not concerned with the brightness of the image signal but with the ability to display menu images in different arrangements (*see* col.2, ln.1-6, Nakano). Nakano and Okuda teach technologies that are significantly different from each other. Therefore, it would not have been obvious to one of ordinary skill in the art to combine Nakano and Okuda.

Further, Applicant notes that Nakano does not teach reading memory from the memory unit in a different order. Nakano proclaims a specified order for memory to be read in order to permit easy display of icons. Nakano teaches bit-map data read and displayed on the display memory in the order for No. 1 to No. 18 to allow the icon to be easily displayed as if it is rotating clockwise (*see* col.14, ln.7-10, Nakano). On the other hand, the claimed invention relates to a fixed image as opposed to the storing of 18 different images as described in Nakano. Nakano merely displays a menu image on a display in different arrangements relating to the mode selected by the user. This function does not equate to memory read from the memory unit in a different order for each single predetermined frame or each plural predetermined frames. Nakano teaches memory displayed differently but not read differently.

Therefore, for at least the reasons set forth above, Applicant submits that the Examiner has failed to establish a *prima facie* case of obviousness with respect to the present invention. Specifically, Applicants note that one of ordinary skill in the art would not have found it obvious

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to combine Okuda with Nakano. Even if the above combination was made, the result would not teach each and every feature of the claimed invention.

In view of the foregoing, Applicant respectfully requests the Examiner's reconsideration and withdrawal of the above 35 U.S.C. § 103(a) rejection of independent claims 1, 5, 17, and 19. As claims 2-4, 6-14, 18, and 20 further depend on these above claims, Applicant also respectfully submits that these claims are also allowable at least by reason of their dependence.

Claim 15 depends from independent claim 1 while claim 16 depends from independent claim 5. Okuda and Nakano are deficient with respect to claims 1 and 5 for at least the reasons stated above. Therefore, the Examiner must rely on Ge to compensate for the foregoing deficiencies. Ge is directed to a shield plate structure for applying an electronic field (*see* col.2, ln.60-65, Ge). Ge teaches an image formed from a memory unit and thus displayed in similar ways to the initial image (*see* col.3, ln.35-40, Ge). Ge clearly fails to disclose the art of reading memory from the memory unit in different orders so that the display content can ultimately be displayed differently.

Further, as claims 15 and 16 depend on claims 1 and 5, respectively, and because Ge fails to cure the deficient features of Okuda and Nakano, Applicant submits that these claims are also allowable, at least by reason of their dependence. The Examiner is therefore respectfully requested to withdraw the § 103(a) rejection.

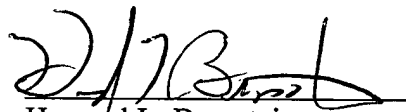
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IV. Conclusion

In view of at least the above considerations, reconsideration and allowance of this application are now believed to be in order, and such actions are hereby solicited. If any points remain in issue which the Examiner feels may be best resolved through a personal or telephone interview, the Examiner is kindly requested to contact the undersigned at the telephone number listed below.

The USPTO is directed and authorized to charge all required fees, except for the Issue Fee and the Publication Fee, to Deposit Account No. 19-4880. Please also credit any overpayments to said Deposit Account.

Respectfully submitted,



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